

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM506317

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
USHG, LLC		01/14/2019	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	USHG IP, LLC		
Street Address:	853 Broadway		
Internal Address:	17th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3974376	BLUE SMOKE	
CORRESPONDENCE DATA			
Fax Number:	3122220818		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312.222.0800		
Email:	chiipdocket@michaelbest.com, smprosek@michaelbest.com		
Correspondent Name:	Larry L. Saret		
Address Line 1:	444 W. Lake Street, Suite 3200		
Address Line 2:	Michael Best & Friedrich LLP		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	205135-0006-007		
NAME OF SUBMITTER:	Larry L. Saret		
SIGNATURE:	/larry l. saret/		
DATE SIGNED:	01/17/2019		
Total Attachments: 1			
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OP \$40.00 3974376

TRADEMARK ASSIGNMENT

This trademark assignment agreement is entered into by and between USHG, LLC, a New York limited liability company ("Assignor"), and USHG IP, LLC, a New York limited liability company ("Assignee").

WHEREAS, Assignor owns U.S. Trademark Registration No. 3974376 for BLUE SMOKE for "bakery products, namely, cookies, [fruit bars, cupcakes] breads, cakes and pies" in Class 30, and "retail bakery services" in Class 35 (the "Mark");

WHEREAS, Assignee wants to acquire all of Assignor's right, title, and interest in and to the Mark and Assignor is willing to assign the Mark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiently of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title, and interest in and to the Mark and all common law rights in the Mark, together with the goodwill of the business symbolized by the Mark and its right to sue for past infringement of the Mark and to recover any and all damages and awards for such infringement, effective as of January 14, 2019

IN WITNESS WHEREOF, Assignor has caused its duly authorized representative to execute this Assignment.

USHG, LLC

By: _____

Name: Avisheh Avini

Title: Chief Legal Officer

Date: January 14, 2019